

Market Profile

8180 Maple Lawn Blvd, Fulton, Maryland, 20759
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.14828
 Longitude: -76.90689

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	3,066	26,196	151,244
2020 Total Population	6,319	34,034	172,040
2020 Group Quarters	50	189	789
2024 Total Population	6,684	35,026	176,025
2024 Group Quarters	52	190	793
2029 Total Population	6,778	36,175	179,608
2024-2029 Annual Rate	0.28%	0.65%	0.40%
2024 Total Daytime Population	8,118	37,654	166,003
Workers	5,050	21,907	89,040
Residents	3,068	15,747	76,963
Household Summary			
2010 Households	1,016	9,020	55,870
2010 Average Household Size	3.01	2.90	2.69
2020 Total Households	2,145	11,562	62,287
2020 Average Household Size	2.92	2.93	2.75
2024 Households	2,280	11,960	63,899
2024 Average Household Size	2.91	2.91	2.74
2029 Households	2,329	12,432	65,533
2029 Average Household Size	2.89	2.89	2.73
2024-2029 Annual Rate	0.43%	0.78%	0.51%
2010 Families	869	7,139	38,977
2010 Average Family Size	3.25	3.27	3.23
2024 Families	1,821	9,399	44,317
2024 Average Family Size	3.35	3.34	3.34
2029 Families	1,857	9,752	45,297
2029 Average Family Size	3.33	3.32	3.33
2024-2029 Annual Rate	0.39%	0.74%	0.44%
Housing Unit Summary			
2000 Housing Units	628	7,347	52,270
Owner Occupied Housing Units	91.4%	85.1%	64.7%
Renter Occupied Housing Units	6.4%	13.5%	32.1%
Vacant Housing Units	2.2%	1.4%	3.2%
2010 Housing Units	1,089	9,299	58,586
Owner Occupied Housing Units	86.2%	82.9%	65.2%
Renter Occupied Housing Units	7.0%	14.1%	30.2%
Vacant Housing Units	6.7%	3.0%	4.6%
2020 Housing Units	2,234	11,843	64,637
Owner Occupied Housing Units	79.0%	82.5%	63.7%
Renter Occupied Housing Units	17.1%	15.1%	32.7%
Vacant Housing Units	3.5%	2.5%	3.7%
2024 Housing Units	2,363	12,209	66,263
Owner Occupied Housing Units	80.4%	83.7%	65.5%
Renter Occupied Housing Units	16.0%	14.2%	30.9%
Vacant Housing Units	3.5%	2.0%	3.6%
2029 Housing Units	2,409	12,709	68,055
Owner Occupied Housing Units	81.3%	84.4%	67.2%
Renter Occupied Housing Units	15.4%	13.4%	29.1%
Vacant Housing Units	3.3%	2.2%	3.7%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Households by Income			
Household Income Base	2,280	11,960	63,899
<\$15,000	0.7%	2.1%	4.2%
\$15,000 - \$24,999	0.4%	1.0%	3.0%
\$25,000 - \$34,999	1.2%	1.4%	3.3%
\$35,000 - \$49,999	1.8%	2.2%	4.7%
\$50,000 - \$74,999	2.1%	4.9%	9.3%
\$75,000 - \$99,999	7.7%	8.6%	12.1%
\$100,000 - \$149,999	15.7%	15.9%	19.5%
\$150,000 - \$199,999	16.6%	16.3%	14.8%
\$200,000+	53.9%	47.6%	29.0%
Average Household Income	\$256,681	\$244,482	\$177,091
2029 Households by Income			
Household Income Base	2,329	12,432	65,533
<\$15,000	0.6%	1.8%	3.7%
\$15,000 - \$24,999	0.3%	0.7%	2.3%
\$25,000 - \$34,999	0.9%	1.0%	2.8%
\$35,000 - \$49,999	1.3%	1.6%	3.8%
\$50,000 - \$74,999	1.5%	3.6%	7.7%
\$75,000 - \$99,999	5.6%	7.0%	11.3%
\$100,000 - \$149,999	12.2%	13.7%	19.0%
\$150,000 - \$199,999	15.0%	15.9%	16.0%
\$200,000+	62.7%	54.6%	33.5%
Average Household Income	\$290,002	\$274,650	\$199,660
2024 Owner Occupied Housing Units by Value			
Total	1,901	10,222	43,406
<\$50,000	0.4%	0.4%	1.5%
\$50,000 - \$99,999	0.0%	0.1%	0.4%
\$100,000 - \$149,999	0.0%	0.0%	0.1%
\$150,000 - \$199,999	0.0%	0.1%	1.0%
\$200,000 - \$249,999	0.0%	0.6%	1.6%
\$250,000 - \$299,999	0.2%	0.4%	2.8%
\$300,000 - \$399,999	1.2%	4.1%	13.0%
\$400,000 - \$499,999	1.9%	8.0%	14.3%
\$500,000 - \$749,999	37.2%	42.4%	36.2%
\$750,000 - \$999,999	33.3%	29.2%	20.6%
\$1,000,000 - \$1,499,999	21.3%	12.9%	6.5%
\$1,500,000 - \$1,999,999	2.3%	1.0%	0.6%
\$2,000,000 +	2.3%	0.7%	1.3%
Average Home Value	\$894,161	\$769,260	\$652,569
2029 Owner Occupied Housing Units by Value			
Total	1,959	10,728	45,733
<\$50,000	0.1%	0.1%	0.8%
\$50,000 - \$99,999	0.0%	0.0%	0.1%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.0%	0.0%	0.4%
\$200,000 - \$249,999	0.0%	0.1%	0.5%
\$250,000 - \$299,999	0.1%	0.1%	1.3%
\$300,000 - \$399,999	0.4%	1.9%	9.2%
\$400,000 - \$499,999	1.0%	5.6%	12.3%
\$500,000 - \$749,999	31.9%	41.4%	39.2%
\$750,000 - \$999,999	38.3%	34.5%	25.8%
\$1,000,000 - \$1,499,999	25.0%	14.9%	8.4%
\$1,500,000 - \$1,999,999	1.9%	0.9%	0.7%
\$2,000,000 +	1.5%	0.5%	1.3%
Average Home Value	\$918,852	\$805,564	\$710,216

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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Median Household Income			
2024	\$200,001	\$190,749	\$129,638
2029	\$200,001	\$200,001	\$147,894
Median Home Value			
2024	\$818,523	\$713,471	\$605,540
2029	\$858,855	\$755,769	\$661,872
Per Capita Income			
2024	\$85,889	\$83,370	\$64,365
2029	\$97,802	\$94,273	\$72,934
Median Age			
2010	39.3	40.7	36.8
2020	38.8	40.5	38.2
2024	40.0	41.0	38.8
2029	40.5	41.7	39.8
2020 Population by Age			
Total	6,319	34,034	172,040
0 - 4	7.3%	5.9%	5.8%
5 - 9	8.8%	7.7%	6.7%
10 - 14	8.2%	7.4%	7.0%
15 - 24	10.5%	11.8%	12.5%
25 - 34	8.8%	9.5%	13.4%
35 - 44	16.8%	14.5%	14.4%
45 - 54	15.0%	14.4%	13.7%
55 - 64	12.7%	14.6%	13.5%
65 - 74	7.6%	9.2%	8.4%
75 - 84	3.1%	3.9%	3.5%
85 +	1.1%	1.3%	1.2%
18 +	71.5%	74.6%	76.3%
2024 Population by Age			
Total	6,685	35,025	176,026
0 - 4	6.9%	5.7%	5.7%
5 - 9	9.0%	7.7%	6.4%
10 - 14	8.9%	7.6%	6.5%
15 - 24	11.0%	11.6%	12.5%
25 - 34	7.4%	9.1%	13.5%
35 - 44	16.6%	15.1%	14.9%
45 - 54	16.0%	14.8%	13.6%
55 - 64	11.7%	12.9%	12.5%
65 - 74	7.5%	9.4%	9.0%
75 - 84	3.7%	4.7%	4.2%
85 +	1.3%	1.4%	1.3%
18 +	70.7%	74.8%	77.5%
2029 Population by Age			
Total	6,777	36,175	179,609
0 - 4	6.5%	5.4%	5.5%
5 - 9	8.3%	7.0%	5.9%
10 - 14	9.5%	7.9%	6.5%
15 - 24	11.2%	11.3%	11.8%
25 - 34	8.0%	9.6%	13.3%
35 - 44	13.8%	13.7%	14.7%
45 - 54	17.2%	15.6%	13.7%
55 - 64	11.6%	12.2%	11.8%
65 - 74	8.1%	9.7%	10.0%
75 - 84	4.3%	5.8%	5.4%
85 +	1.5%	1.6%	1.5%
18 +	71.0%	75.4%	78.4%

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2020 Population by Sex			
Males	3,029	16,538	82,435
Females	3,290	17,496	89,605
2024 Population by Sex			
Males	3,257	17,322	85,984
Females	3,427	17,704	90,041
2029 Population by Sex			
Males	3,257	17,742	87,243
Females	3,520	18,433	92,366
2010 Population by Race/Ethnicity			
Total	3,065	26,197	151,245
White Alone	66.3%	67.6%	50.4%
Black Alone	9.8%	12.7%	29.4%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	19.2%	14.6%	12.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	1.5%	3.5%
Two or More Races	3.6%	3.3%	4.0%
Hispanic Origin	3.0%	4.9%	8.8%
Diversity Index	54.1	55.0	69.9
2020 Population by Race/Ethnicity			
Total	6,319	34,034	172,040
White Alone	48.4%	51.1%	36.8%
Black Alone	13.9%	16.3%	32.6%
American Indian Alone	0.2%	0.2%	0.5%
Asian Alone	27.1%	21.1%	14.8%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	1.6%	2.8%	6.5%
Two or More Races	8.7%	8.4%	8.8%
Hispanic Origin	4.7%	6.6%	12.2%
Diversity Index	69.5	70.2	78.3
2024 Population by Race/Ethnicity			
Total	6,685	35,027	176,025
White Alone	45.8%	48.4%	35.0%
Black Alone	14.4%	16.9%	32.8%
American Indian Alone	0.2%	0.3%	0.5%
Asian Alone	28.8%	22.7%	15.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.7%	3.0%	6.9%
Two or More Races	9.0%	8.8%	9.1%
Hispanic Origin	5.1%	7.1%	12.9%
Diversity Index	71.0	72.0	79.3
2029 Population by Race/Ethnicity			
Total	6,778	36,174	179,608
White Alone	43.2%	45.5%	33.2%
Black Alone	14.6%	17.4%	32.7%
American Indian Alone	0.2%	0.3%	0.5%
Asian Alone	30.8%	24.6%	16.8%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.7%	3.1%	7.3%
Two or More Races	9.4%	9.2%	9.5%
Hispanic Origin	5.4%	7.5%	13.6%
Diversity Index	72.0	73.6	80.2

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2020 Population by Relationship and Household Type			
Total	6,319	34,034	172,040
In Households	99.2%	99.4%	99.5%
Householder	33.4%	34.0%	36.2%
Opposite-Sex Spouse	22.2%	22.4%	18.5%
Same-Sex Spouse	0.1%	0.2%	0.2%
Opposite-Sex Unmarried Partner	1.0%	1.1%	1.8%
Same-Sex Unmarried Partner	0.0%	0.0%	0.1%
Biological Child	34.6%	32.7%	30.6%
Adopted Child	0.6%	0.7%	0.5%
Stepchild	0.5%	0.7%	0.8%
Grandchild	1.1%	1.2%	1.7%
Brother or Sister	0.7%	0.8%	1.4%
Parent	1.6%	1.6%	1.9%
Parent-in-law	0.6%	0.6%	0.6%
Son-in-law or Daughter-in-law	0.4%	0.4%	0.4%
Other Relatives	0.8%	1.1%	1.9%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	1.6%	1.9%	2.9%
In Group Quarters	0.8%	0.6%	0.5%
Institutionalized	0.8%	0.4%	0.3%
Noninstitutionalized	0.0%	0.2%	0.1%
2024 Population 25+ by Educational Attainment			
Total	4,289	23,613	121,280
Less than 9th Grade	0.6%	0.9%	3.1%
9th - 12th Grade, No Diploma	0.8%	1.1%	2.3%
High School Graduate	8.6%	8.2%	12.7%
GED/Alternative Credential	0.0%	0.3%	1.4%
Some College, No Degree	7.5%	10.6%	12.9%
Associate Degree	3.6%	6.1%	6.9%
Bachelor's Degree	31.4%	30.0%	28.9%
Graduate/Professional Degree	47.4%	42.8%	31.8%
2024 Population 15+ by Marital Status			
Total	5,022	27,674	143,202
Never Married	23.7%	25.7%	33.7%
Married	65.9%	64.3%	53.5%
Widowed	3.5%	3.0%	4.2%
Divorced	6.9%	6.9%	8.6%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,677	19,796	101,749
Population 16+ Employed	98.9%	98.1%	97.6%
Population 16+ Unemployment rate	1.1%	1.9%	2.4%
Population 16-24 Employed	12.0%	10.9%	10.2%
Population 16-24 Unemployment rate	4.4%	6.7%	8.4%
Population 25-54 Employed	65.6%	63.6%	65.2%
Population 25-54 Unemployment rate	0.6%	1.1%	1.6%
Population 55-64 Employed	15.9%	17.6%	17.0%
Population 55-64 Unemployment rate	0.9%	2.5%	2.3%
Population 65+ Employed	6.5%	7.9%	7.6%
Population 65+ Unemployment rate	0.4%	0.5%	0.9%

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2024 Employed Population 16+ by Industry			
Total	3,637	19,413	99,327
Agriculture/Mining	0.1%	0.0%	0.1%
Construction	3.4%	4.6%	4.7%
Manufacturing	4.6%	5.6%	4.8%
Wholesale Trade	0.7%	0.9%	1.1%
Retail Trade	6.1%	5.9%	6.8%
Transportation/Utilities	3.2%	3.0%	4.0%
Information	1.8%	2.0%	2.1%
Finance/Insurance/Real Estate	10.8%	6.5%	5.3%
Services	57.5%	57.2%	58.5%
Public Administration	11.9%	14.3%	12.7%
2024 Employed Population 16+ by Occupation			
Total	3,638	19,412	99,326
White Collar	90.0%	85.9%	76.7%
Management/Business/Financial	38.9%	31.3%	24.0%
Professional	39.4%	43.2%	39.3%
Sales	6.1%	5.8%	5.6%
Administrative Support	5.6%	5.6%	7.8%
Services	5.8%	7.8%	12.1%
Blue Collar	4.3%	6.3%	11.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.0%	1.6%	2.4%
Installation/Maintenance/Repair	0.6%	0.7%	2.2%
Production	1.7%	1.8%	2.2%
Transportation/Material Moving	1.0%	2.3%	4.4%
2020 Households by Type			
Total	2,145	11,562	62,287
Married Couple Households	67.7%	66.6%	51.6%
With Own Children <18	37.2%	31.3%	23.3%
Without Own Children <18	30.6%	35.3%	28.3%
Cohabiting Couple Households	3.2%	3.3%	5.2%
With Own Children <18	0.7%	1.1%	1.6%
Without Own Children <18	2.5%	2.2%	3.5%
Male Householder, No Spouse/Partner	10.0%	10.8%	15.5%
Living Alone	6.5%	7.2%	10.0%
65 Years and over	1.7%	2.0%	2.2%
With Own Children <18	1.4%	1.2%	1.6%
Without Own Children <18, With Relatives	1.6%	1.6%	2.5%
No Relatives Present	0.5%	0.8%	1.3%
Female Householder, No Spouse/Partner	19.1%	19.3%	27.8%
Living Alone	9.2%	9.8%	13.6%
65 Years and over	4.0%	4.5%	4.9%
With Own Children <18	4.9%	4.5%	6.1%
Without Own Children <18, With Relatives	4.3%	4.4%	6.9%
No Relatives Present	0.6%	0.6%	1.1%
2020 Households by Size			
Total	2,145	11,562	62,287
1 Person Household	15.7%	17.0%	23.6%
2 Person Household	27.6%	29.6%	29.7%
3 Person Household	21.3%	19.3%	17.6%
4 Person Household	23.0%	20.8%	16.3%
5 Person Household	8.3%	8.5%	7.6%
6 Person Household	2.9%	3.0%	3.2%
7 + Person Household	1.2%	1.8%	2.0%

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2020 Households by Tenure and Mortgage Status			
Total	2,145	11,562	62,287
Owner Occupied	82.2%	84.5%	66.1%
Owned with a Mortgage/Loan	69.9%	66.8%	53.7%
Owned Free and Clear	12.3%	17.8%	12.4%
Renter Occupied	17.8%	15.5%	33.9%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	92	101	81
Percent of Income for Mortgage	25.6%	23.4%	29.2%
Wealth Index	243	243	166
2020 Housing Units By Urban/ Rural Status			
Total	2,234	11,843	64,637
Urban Housing Units	94.3%	93.1%	97.1%
Rural Housing Units	5.7%	6.9%	2.9%
2020 Population By Urban/ Rural Status			
Total	6,319	34,034	172,040
Urban Population	94.5%	92.9%	96.8%
Rural Population	5.5%	7.1%	3.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Top Tier (1A)	Top Tier (1A)	Enterprising Professionals (2D)
2.	Professional Pride (1B)	Professional Pride (1B)	Savvy Suburbanites (1D)
3.		Savvy Suburbanites (1D)	Top Tier (1A)
2024 Consumer Spending			
Apparel & Services: Total \$	\$11,672,575	\$58,114,765	\$238,692,302
Average Spent	\$5,119.55	\$4,859.09	\$3,735.46
Spending Potential Index	215	204	157
Education: Total \$	\$9,865,258	\$50,300,715	\$181,874,419
Average Spent	\$4,326.87	\$4,205.75	\$2,846.28
Spending Potential Index	250	243	165
Entertainment/Recreation: Total \$	\$20,725,259	\$103,495,590	\$400,687,829
Average Spent	\$9,090.03	\$8,653.48	\$6,270.64
Spending Potential Index	222	212	153
Food at Home: Total \$	\$34,028,337	\$172,383,799	\$709,268,835
Average Spent	\$14,924.71	\$14,413.36	\$11,099.84
Spending Potential Index	204	197	152
Food Away from Home: Total \$	\$19,898,796	\$98,679,157	\$398,439,941
Average Spent	\$8,727.54	\$8,250.77	\$6,235.46
Spending Potential Index	224	212	160
Health Care: Total \$	\$35,894,150	\$181,244,308	\$706,471,079
Average Spent	\$15,743.05	\$15,154.21	\$11,056.06
Spending Potential Index	205	197	144
HH Furnishings & Equipment: Total \$	\$15,837,073	\$78,627,560	\$308,940,225
Average Spent	\$6,946.08	\$6,574.21	\$4,834.82
Spending Potential Index	220	208	153
Personal Care Products & Services: Total \$	\$4,904,392	\$24,784,739	\$100,676,449
Average Spent	\$2,151.05	\$2,072.30	\$1,575.56
Spending Potential Index	216	208	158
Shelter: Total \$	\$133,873,707	\$674,142,348	\$2,708,854,122
Average Spent	\$58,716.54	\$56,366.42	\$42,392.75
Spending Potential Index	220	211	159
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$18,416,311	\$91,141,067	\$332,935,250
Average Spent	\$8,077.33	\$7,620.49	\$5,210.34
Spending Potential Index	231	217	149
Travel: Total \$	\$16,411,029	\$81,241,941	\$307,855,238
Average Spent	\$7,197.82	\$6,792.80	\$4,817.84
Spending Potential Index	237	224	159
Vehicle Maintenance & Repairs: Total \$	\$6,887,336	\$34,601,371	\$141,571,583
Average Spent	\$3,020.76	\$2,893.09	\$2,215.55
Spending Potential Index	204	195	150

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 07, 2025

Retail Goods and Services Expenditures

8180 Maple Lawn Blvd, Fulton, Maryland, 20759
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.14828
 Longitude: -76.90689

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Top Tier (1A)	70.5%	Population	6,684	6,778
Professional Pride (1B)	29.5%	Households	2,280	2,329
	0.0%	Families	1,821	1,857
	0.0%	Median Age	40.0	40.5
	0.0%	Median Household Income	\$200,001	\$200,001
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services				
Men's		215	\$5,119.55	\$11,672,575
Women's		211	\$930.87	\$2,122,385
Children's		208	\$1,665.81	\$3,798,036
Footwear		225	\$824.06	\$1,878,861
Watches & Jewelry		213	\$1,061.77	\$2,420,825
Apparel Products and Services (1)		233	\$530.96	\$1,210,587
		218	\$106.09	\$241,880
Computer				
Computers and Hardware for Home Use		213	\$577.79	\$1,317,357
Portable Memory		184	\$7.49	\$17,070
Computer Software		187	\$29.19	\$66,553
Computer Accessories		203	\$48.16	\$109,803
Entertainment & Recreation				
Fees and Admissions		222	\$9,090.03	\$20,725,259
Membership Fees for Clubs (2)		257	\$2,121.30	\$4,836,566
Fees for Participant Sports, excl. Trips		251	\$759.18	\$1,730,941
Tickets to Theatre/Operas/Concerts		256	\$341.29	\$778,140
Tickets to Movies		239	\$181.41	\$413,619
Tickets to Parks or Museums		224	\$55.35	\$126,200
Admission to Sporting Events, excl. Trips		240	\$89.86	\$204,882
Fees for Recreational Lessons		244	\$193.22	\$440,535
Dating Services		290	\$499.70	\$1,139,323
TV/Video/Audio		162	\$1.28	\$2,925
Cable and Satellite Television Services		198	\$2,626.32	\$5,988,003
Televisions		190	\$1,437.36	\$3,277,174
Satellite Dishes		202	\$308.25	\$702,809
VCRs, Video Cameras, and DVD Players		178	\$2.23	\$5,092
Miscellaneous Video Equipment		210	\$10.47	\$23,878
Video Cassettes and DVDs		224	\$50.76	\$115,734
Video Game Hardware/Accessories		197	\$11.36	\$25,912
Video Game Software		191	\$88.81	\$202,493
Rental/Streaming/Downloaded Video		176	\$35.60	\$81,167
Installation of Televisions		209	\$359.69	\$820,093
Audio (3)		259	\$4.41	\$10,050
Rental and Repair of TV/Radio/Sound Equipment		220	\$313.34	\$714,413
		253	\$4.03	\$9,187
Pets		217	\$2,199.14	\$5,014,036
Toys/Games/Crafts/Hobbies (4)		217	\$363.35	\$828,438
Recreational Vehicles and Fees (5)		199	\$500.82	\$1,141,868
Sports/Recreation/Exercise Equipment (6)		254	\$771.25	\$1,758,451
Photo Equipment and Supplies (7)		253	\$131.62	\$300,085
Reading (8)		215	\$294.30	\$671,015
Catered Affairs (9)		210	\$294.30	\$671,015
		207	\$81.93	\$186,797
Food				
Food at Home		211	\$23,652.25	\$53,927,133
Bakery and Cereal Products		204	\$14,924.71	\$34,028,337
Meats, Poultry, Fish, and Eggs		205	\$1,926.11	\$4,391,520
Dairy Products		200	\$3,151.81	\$7,186,123
Fruits and Vegetables		205	\$1,420.58	\$3,238,933
Snacks and Other Food at Home (10)		207	\$2,994.35	\$6,827,116
Food Away from Home		205	\$5,431.86	\$12,384,646
Alcoholic Beverages		224	\$8,727.54	\$19,898,796
		216	\$1,409.08	\$3,212,707

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

April 07, 2025

Retail Goods and Services Expenditures

8180 Maple Lawn Blvd, Fulton, Maryland, 20759
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.14828
 Longitude: -76.90689

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	245	\$113,668.38	\$259,163,896
Value of Retirement Plans	249	\$404,376.73	\$921,978,938
Value of Other Financial Assets	250	\$22,751.77	\$51,874,031
Vehicle Loan Amount excluding Interest	219	\$7,753.85	\$17,678,769
Value of Credit Card Debt	214	\$6,197.92	\$14,131,268
Health			
Nonprescription Drugs	203	\$360.84	\$822,726
Prescription Drugs	187	\$772.56	\$1,761,431
Eyeglasses and Contact Lenses	206	\$260.74	\$594,482
Home			
Mortgage Payment and Basics (11)	259	\$35,036.68	\$79,883,623
Maintenance and Remodeling Services	257	\$12,004.73	\$27,370,791
Maintenance and Remodeling Materials (12)	244	\$2,111.40	\$4,813,992
Utilities, Fuel, and Public Services	198	\$11,792.94	\$26,887,900
Household Furnishings and Equipment			
Household Textiles (13)	206	\$271.79	\$619,679
Furniture	224	\$2,213.96	\$5,047,840
Rugs	238	\$108.61	\$247,620
Major Appliances (14)	219	\$1,289.88	\$2,940,920
Housewares (15)	210	\$225.43	\$513,971
Small Appliances	188	\$151.55	\$345,537
Luggage	225	\$46.64	\$106,332
Telephones and Accessories	194	\$196.24	\$447,436
Household Operations			
Child Care	262	\$1,449.05	\$3,303,832
Lawn and Garden (16)	234	\$1,633.52	\$3,724,433
Moving/Storage/Freight Express	201	\$244.23	\$556,843
Housekeeping Supplies (17)	205	\$1,852.15	\$4,222,900
Insurance			
Owners and Renters Insurance	224	\$1,848.84	\$4,215,363
Vehicle Insurance	197	\$4,169.29	\$9,505,982
Life/Other Insurance	235	\$1,588.43	\$3,621,615
Health Insurance	204	\$10,191.00	\$23,235,470
Personal Care Products (18)	207	\$1,156.15	\$2,636,025
School Books (19)	220	\$93.54	\$213,276
Smoking Products	148	\$692.63	\$1,579,197
Transportation			
Payments on Vehicles excluding Leases	209	\$6,380.34	\$14,547,172
Gasoline and Motor Oil	197	\$6,562.73	\$14,963,014
Vehicle Maintenance and Repairs	204	\$3,020.76	\$6,887,336
Travel			
Airline Fares	247	\$1,566.80	\$3,572,295
Lodging on Trips	241	\$2,365.87	\$5,394,185
Auto/Truck Rental on Trips	235	\$272.72	\$621,797
Food and Drink on Trips	229	\$1,703.27	\$3,883,463

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April 07, 2025

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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Retail Goods and Services Expenditures

8180 Maple Lawn Blvd, Fulton, Maryland, 20759
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.14828
 Longitude: -76.90689

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Top Tier (1A)	34.2%	Population	35,026	36,175
Professional Pride (1B)	27.3%	Households	11,960	12,432
Savvy Suburbanites (1D)	18.4%	Families	9,399	9,752
Enterprising Professionals (2D)	15.9%	Median Age	41.0	41.7
Pleasantville (2B)	2.1%	Median Household Income	\$190,749	\$200,001
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		204	\$4,859.09	\$58,114,765
Men's		202	\$888.99	\$10,632,311
Women's		199	\$1,590.82	\$19,026,155
Children's		204	\$748.95	\$8,957,478
Footwear		201	\$1,004.05	\$12,008,443
Watches & Jewelry		231	\$526.94	\$6,302,227
Apparel Products and Services (1)		204	\$99.34	\$1,188,152
Computer				
Computers and Hardware for Home Use		205	\$554.07	\$6,626,692
Portable Memory		190	\$7.74	\$92,520
Computer Software		187	\$29.22	\$349,525
Computer Accessories		196	\$46.66	\$558,038
Entertainment & Recreation		212	\$8,653.48	\$103,495,590
Fees and Admissions		243	\$2,005.10	\$23,980,973
Membership Fees for Clubs (2)		239	\$722.44	\$8,640,339
Fees for Participant Sports, excl. Trips		240	\$320.48	\$3,832,994
Tickets to Theatre/Operas/Concerts		232	\$176.43	\$2,110,082
Tickets to Movies		211	\$52.11	\$623,187
Tickets to Parks or Museums		221	\$82.94	\$991,934
Admission to Sporting Events, excl. Trips		232	\$183.80	\$2,198,263
Fees for Recreational Lessons		270	\$465.60	\$5,568,596
Dating Services		165	\$1.30	\$15,578
TV/Video/Audio		191	\$2,534.97	\$30,318,215
Cable and Satellite Television Services		187	\$1,410.93	\$16,874,768
Televisions		193	\$295.20	\$3,530,639
Satellite Dishes		168	\$2.10	\$25,099
VCRs, Video Cameras, and DVD Players		198	\$9.85	\$117,763
Miscellaneous Video Equipment		194	\$43.95	\$525,669
Video Cassettes and DVDs		193	\$11.15	\$133,303
Video Game Hardware/Accessories		182	\$84.24	\$1,007,512
Video Game Software		175	\$35.51	\$424,726
Rental/Streaming/Downloaded Video		196	\$337.10	\$4,031,668
Installation of Televisions		259	\$4.40	\$52,671
Audio (3)		208	\$296.86	\$3,550,492
Rental and Repair of TV/Radio/Sound Equipment		231	\$3.67	\$43,907
Pets		208	\$2,108.40	\$25,216,504
Toys/Games/Crafts/Hobbies (4)		193	\$351.29	\$4,201,372
Recreational Vehicles and Fees (5)		234	\$462.08	\$5,526,488
Sports/Recreation/Exercise Equipment (6)		226	\$689.15	\$8,242,183
Photo Equipment and Supplies (7)		212	\$129.79	\$1,552,319
Reading (8)		210	\$294.56	\$3,522,975
Catered Affairs (9)		197	\$78.14	\$934,561
Food		202	\$22,664.13	\$271,062,956
Food at Home		197	\$14,413.36	\$172,383,799
Bakery and Cereal Products		199	\$1,866.85	\$22,327,473
Meats, Poultry, Fish, and Eggs		194	\$3,047.17	\$36,444,162
Dairy Products		199	\$1,374.38	\$16,437,642
Fruits and Vegetables		201	\$2,905.70	\$34,752,134
Snacks and Other Food at Home (10)		197	\$5,219.26	\$62,422,388
Food Away from Home		212	\$8,250.77	\$98,679,157
Alcoholic Beverages		210	\$1,370.02	\$16,385,450

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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April 07, 2025

Retail Goods and Services Expenditures

8180 Maple Lawn Blvd, Fulton, Maryland, 20759
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.14828
 Longitude: -76.90689

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	246	\$114,147.88	\$1,365,208,620
Value of Retirement Plans	241	\$391,702.59	\$4,684,762,929
Value of Other Financial Assets	234	\$21,251.52	\$254,168,132
Vehicle Loan Amount excluding Interest	201	\$7,087.00	\$84,760,519
Value of Credit Card Debt	206	\$5,955.58	\$71,228,729
Health			
Nonprescription Drugs	192	\$341.13	\$4,079,918
Prescription Drugs	180	\$744.99	\$8,910,036
Eyeglasses and Contact Lenses	202	\$255.02	\$3,050,083
Home			
Mortgage Payment and Basics (11)	242	\$32,720.92	\$391,342,157
Maintenance and Remodeling Services	241	\$11,256.36	\$134,626,007
Maintenance and Remodeling Materials (12)	222	\$1,924.98	\$23,022,756
Utilities, Fuel, and Public Services	191	\$11,394.88	\$136,282,784
Household Furnishings and Equipment			
Household Textiles (13)	198	\$261.46	\$3,127,026
Furniture	210	\$2,081.25	\$24,891,769
Rugs	232	\$105.80	\$1,265,425
Major Appliances (14)	207	\$1,220.26	\$14,594,271
Housewares (15)	201	\$215.63	\$2,578,893
Small Appliances	184	\$147.74	\$1,766,933
Luggage	218	\$45.08	\$539,097
Telephones and Accessories	186	\$188.11	\$2,249,848
Household Operations			
Child Care	241	\$1,335.16	\$15,968,459
Lawn and Garden (16)	222	\$1,549.81	\$18,535,712
Moving/Storage/Freight Express	200	\$243.33	\$2,910,263
Housekeeping Supplies (17)	196	\$1,773.99	\$21,216,973
Insurance			
Owners and Renters Insurance	209	\$1,729.20	\$20,681,191
Vehicle Insurance	188	\$3,986.63	\$47,680,137
Life/Other Insurance	224	\$1,516.18	\$18,133,531
Health Insurance	196	\$9,812.69	\$117,359,832
Personal Care Products (18)	199	\$1,113.20	\$13,313,910
School Books (19)	211	\$90.01	\$1,076,518
Smoking Products	147	\$685.48	\$8,198,334
Transportation			
Payments on Vehicles excluding Leases	195	\$5,936.10	\$70,995,815
Gasoline and Motor Oil	187	\$6,227.31	\$74,478,644
Vehicle Maintenance and Repairs	195	\$2,893.09	\$34,601,371
Travel			
Airline Fares	232	\$1,474.86	\$17,639,303
Lodging on Trips	228	\$2,237.18	\$26,756,644
Auto/Truck Rental on Trips	221	\$256.94	\$3,073,062
Food and Drink on Trips	218	\$1,618.04	\$19,351,724

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April 07, 2025

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

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Retail Goods and Services Expenditures

8180 Maple Lawn Blvd, Fulton, Maryland, 20759
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.14828
 Longitude: -76.90689

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Enterprising Professionals (2D)	38.0%	Population	176,025	179,608
Savvy Suburbanites (1D)	12.9%	Households	63,899	65,533
Top Tier (1A)	10.6%	Families	44,317	45,297
Professional Pride (1B)	10.2%	Median Age	38.8	39.8
Urban Chic (2A)	5.3%	Median Household Income	\$129,638	\$147,894
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		157	\$3,735.46	\$238,692,302
Men's		154	\$679.34	\$43,409,399
Women's		154	\$1,233.19	\$78,799,688
Children's		159	\$582.15	\$37,198,791
Footwear		159	\$791.23	\$50,558,566
Watches & Jewelry		164	\$374.55	\$23,933,482
Apparel Products and Services (1)		154	\$75.00	\$4,792,376
Computer				
Computers and Hardware for Home Use		161	\$435.94	\$27,855,886
Portable Memory		157	\$6.41	\$409,650
Computer Software		158	\$24.69	\$1,577,735
Computer Accessories		155	\$36.89	\$2,357,500
Entertainment & Recreation		153	\$6,270.64	\$400,687,829
Fees and Admissions		164	\$1,356.91	\$86,705,201
Membership Fees for Clubs (2)		160	\$483.72	\$30,909,025
Fees for Participant Sports, excl. Trips		161	\$214.44	\$13,702,538
Tickets to Theatre/Operas/Concerts		163	\$124.15	\$7,933,061
Tickets to Movies		167	\$41.31	\$2,639,884
Tickets to Parks or Museums		165	\$61.79	\$3,948,143
Admission to Sporting Events, excl. Trips		152	\$120.63	\$7,708,038
Fees for Recreational Lessons		180	\$309.67	\$19,787,692
Dating Services		152	\$1.20	\$76,821
TV/Video/Audio		146	\$1,941.23	\$124,042,867
Cable and Satellite Television Services		140	\$1,056.70	\$67,522,112
Televisions		151	\$231.01	\$14,761,171
Satellite Dishes		134	\$1.68	\$107,214
VCRs, Video Cameras, and DVD Players		158	\$7.88	\$503,269
Miscellaneous Video Equipment		146	\$32.95	\$2,105,328
Video Cassettes and DVDs		156	\$8.98	\$573,520
Video Game Hardware/Accessories		158	\$73.29	\$4,682,977
Video Game Software		159	\$32.23	\$2,059,171
Rental/Streaming/Downloaded Video		155	\$266.97	\$17,058,821
Installation of Televisions		158	\$2.69	\$172,121
Audio (3)		158	\$224.32	\$14,333,525
Rental and Repair of TV/Radio/Sound Equipment		161	\$2.56	\$163,637
Pets		151	\$1,523.87	\$97,373,734
Toys/Games/Crafts/Hobbies (4)		149	\$271.63	\$17,357,188
Recreational Vehicles and Fees (5)		154	\$304.01	\$19,425,873
Sports/Recreation/Exercise Equipment (6)		163	\$496.31	\$31,713,666
Photo Equipment and Supplies (7)		158	\$96.75	\$6,182,455
Reading (8)		157	\$220.19	\$14,069,639
Catered Affairs (9)		151	\$59.74	\$3,817,206
Food		155	\$17,335.31	\$1,107,708,776
Food at Home		152	\$11,099.84	\$709,268,835
Bakery and Cereal Products		152	\$1,421.73	\$90,847,362
Meats, Poultry, Fish, and Eggs		152	\$2,387.25	\$152,542,986
Dairy Products		152	\$1,050.78	\$67,143,976
Fruits and Vegetables		155	\$2,232.30	\$142,641,871
Snacks and Other Food at Home (10)		151	\$4,007.77	\$256,092,640
Food Away from Home		160	\$6,235.46	\$398,439,941
Alcoholic Beverages		158	\$1,034.41	\$66,097,928

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

April 07, 2025

Retail Goods and Services Expenditures

8180 Maple Lawn Blvd, Fulton, Maryland, 20759
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.14828
 Longitude: -76.90689

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	156	\$72,094.78	\$4,606,784,280
Value of Retirement Plans	153	\$247,822.63	\$15,835,618,156
Value of Other Financial Assets	153	\$13,931.04	\$890,179,600
Vehicle Loan Amount excluding Interest	152	\$5,356.91	\$342,300,946
Value of Credit Card Debt	154	\$4,442.89	\$283,896,072
Health			
Nonprescription Drugs	144	\$256.50	\$16,389,817
Prescription Drugs	130	\$537.05	\$34,317,021
Eyeglasses and Contact Lenses	146	\$184.23	\$11,772,263
Home			
Mortgage Payment and Basics (11)	158	\$21,306.09	\$1,361,438,054
Maintenance and Remodeling Services	154	\$7,191.83	\$459,551,062
Maintenance and Remodeling Materials (12)	143	\$1,237.00	\$79,042,992
Utilities, Fuel, and Public Services	145	\$8,636.23	\$551,846,405
Household Furnishings and Equipment			
Household Textiles (13)	153	\$201.76	\$12,892,436
Furniture	153	\$1,517.05	\$96,937,754
Rugs	159	\$72.63	\$4,640,710
Major Appliances (14)	147	\$864.07	\$55,212,904
Housewares (15)	153	\$164.47	\$10,509,287
Small Appliances	153	\$123.50	\$7,891,267
Luggage	160	\$33.16	\$2,118,757
Telephones and Accessories	142	\$143.61	\$9,176,350
Household Operations			
Child Care	169	\$934.47	\$59,711,804
Lawn and Garden (16)	147	\$1,030.41	\$65,842,044
Moving/Storage/Freight Express	160	\$194.94	\$12,456,536
Housekeeping Supplies (17)	150	\$1,352.48	\$86,422,009
Insurance			
Owners and Renters Insurance	142	\$1,173.66	\$74,995,529
Vehicle Insurance	149	\$3,154.23	\$201,552,114
Life/Other Insurance	151	\$1,023.39	\$65,393,666
Health Insurance	143	\$7,166.65	\$457,941,614
Personal Care Products (18)	155	\$865.37	\$55,296,017
School Books (19)	159	\$67.76	\$4,329,991
Smoking Products	129	\$601.48	\$38,434,144
Transportation			
Payments on Vehicles excluding Leases	147	\$4,465.07	\$285,313,697
Gasoline and Motor Oil	146	\$4,866.56	\$310,968,518
Vehicle Maintenance and Repairs	150	\$2,215.55	\$141,571,583
Travel			
Airline Fares	167	\$1,056.53	\$67,511,123
Lodging on Trips	157	\$1,544.28	\$98,678,006
Auto/Truck Rental on Trips	160	\$185.57	\$11,858,050
Food and Drink on Trips	157	\$1,168.64	\$74,674,761

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

April 07, 2025

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Business Summary

8180 Maple Lawn Blvd, Fulton, Maryland, 20759
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.14828
Longitude: -76.90689

Data for all businesses in area		1 mile		3 miles		5 miles						
Total Businesses:		428		1,256		6,645						
Total Employees:		4,876		23,149		89,133						
Total Population:		6,684		35,026		176,025						
Employee/Population Ratio (per 100 Residents)		73		66		51						
by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	1	0.1%	1	0.0%	7	0.1%	44	0.1%
Mining	1	0.2%	7	0.1%	1	0.1%	7	0.0%	5	0.1%	32	0.0%
Utilities	0	0.0%	0	0.0%	1	0.1%	4	0.0%	6	0.1%	59	0.1%
Construction	19	4.4%	202	4.1%	105	8.4%	7,844	33.9%	446	6.7%	12,986	14.6%
Building Construction	11	2.6%	118	2.4%	44	3.5%	291	1.3%	180	2.7%	1,485	1.7%
Heavy/Civil Eng Construction	2	0.5%	67	1.4%	8	0.6%	235	1.0%	25	0.4%	430	0.5%
Specialty Trade Contractor	6	1.4%	17	0.3%	53	4.2%	7,318	31.6%	241	3.6%	11,072	12.4%
Manufacturing	5	1.2%	200	4.1%	22	1.8%	602	2.6%	151	2.3%	2,823	3.2%
Wholesale Trade	6	1.4%	28	0.6%	23	1.8%	197	0.8%	153	2.3%	1,565	1.8%
Durable Goods	5	1.2%	27	0.6%	16	1.3%	75	0.3%	108	1.6%	1,000	1.1%
Nondurable Goods	0	0.0%	0	0.0%	5	0.4%	118	0.5%	35	0.5%	520	0.6%
Trade Broker	1	0.2%	2	0.0%	2	0.2%	4	0.0%	10	0.1%	45	0.1%
Retail Trade	27	6.3%	322	6.6%	83	6.6%	1,011	4.4%	568	8.6%	7,716	8.7%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%	1	0.1%	10	0.0%	51	0.8%	870	1.0%
Furniture & Home Furnishings Stores	3	0.7%	18	0.4%	4	0.3%	20	0.1%	35	0.5%	333	0.4%
Electronics & Appliance Stores	1	0.2%	3	0.1%	6	0.5%	113	0.5%	37	0.6%	363	0.4%
Building Material & Garden Equipment & Supplies Dealers	2	0.5%	13	0.3%	7	0.6%	42	0.2%	41	0.6%	551	0.6%
Food & Beverage Stores	6	1.4%	206	4.2%	14	1.1%	494	2.1%	93	1.4%	2,883	3.2%
Health & Personal Care Stores	5	1.2%	34	0.7%	10	0.8%	78	0.3%	63	0.9%	487	0.6%
Gasoline Stations & Fuel Dealers	0	0.0%	0	0.0%	2	0.2%	10	0.0%	23	0.3%	155	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	1	0.2%	7	0.1%	10	0.8%	40	0.2%	73	1.1%	743	0.8%
Sporting Goods, Hobby, Book, & Music Stores	6	1.4%	26	0.5%	16	1.3%	103	0.4%	95	1.4%	664	0.7%
General Merchandise Stores	4	0.9%	14	0.3%	12	1.0%	101	0.4%	59	0.9%	666	0.8%
Transportation & Warehousing	2	0.5%	8	0.2%	14	1.1%	73	0.3%	110	1.7%	947	1.1%
Truck Transportation	0	0.0%	0	0.0%	6	0.5%	26	0.1%	38	0.6%	342	0.4%
Information	17	4.0%	294	6.0%	44	3.5%	4,473	19.3%	167	2.5%	5,850	6.6%
Finance & Insurance	27	6.3%	426	8.7%	58	4.6%	631	2.7%	262	3.9%	2,211	2.5%
Central Bank/Credit Intermediation & Related Activities	9	2.1%	333	6.8%	20	1.6%	463	2.0%	96	1.4%	1,379	1.6%
Securities & Commodity Contracts	14	3.3%	81	1.7%	22	1.8%	111	0.5%	87	1.3%	447	0.5%
Funds, Trusts & Other Financial Vehicles	5	1.2%	12	0.3%	16	1.3%	57	0.3%	80	1.2%	386	0.4%
Real Estate, Rental & Leasing	15	3.5%	64	1.3%	57	4.5%	272	1.2%	361	5.4%	2,393	2.7%
Professional, Scientific & Tech Services	109	25.5%	1,105	22.7%	273	21.7%	2,396	10.3%	1,076	16.2%	9,915	11.1%
Legal Services	11	2.6%	39	0.8%	19	1.5%	77	0.3%	127	1.9%	664	0.7%
Management of Companies & Enterprises	1	0.2%	5	0.1%	2	0.2%	12	0.1%	9	0.1%	49	0.1%
Administrative, Support & Waste Management Services	15	3.5%	77	1.6%	55	4.4%	320	1.4%	300	4.5%	2,226	2.5%
Educational Services	14	3.3%	607	12.4%	41	3.3%	1,830	7.9%	206	3.1%	16,100	18.1%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

April 07, 2025

Business Summary

8180 Maple Lawn Blvd, Fulton, Maryland, 20759
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.14828
Longitude: -76.90689

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Health Care & Social Assistance	58	13.6%	516	10.6%	139	11.1%	1,347	5.8%	900	13.5%	11,123	12.5%
Ambulatory Health Care	47	11.0%	384	7.9%	98	7.8%	830	3.6%	694	10.4%	6,375	7.2%
Hospital	1	0.2%	9	0.2%	1	0.1%	18	0.1%	33	0.5%	2,047	2.3%
Nursing/Residential Care	4	0.9%	53	1.1%	12	1.0%	121	0.5%	43	0.7%	1,310	1.5%
Social Assistance	7	1.6%	70	1.4%	28	2.2%	378	1.6%	129	1.9%	1,392	1.6%
Arts, Entertainment & Recreation	10	2.3%	63	1.3%	21	1.7%	142	0.6%	137	2.1%	2,117	2.4%
Accommodation & Food Services	27	6.3%	491	10.1%	72	5.7%	1,055	4.6%	380	5.7%	5,263	5.9%
Accommodation	2	0.5%	94	1.9%	3	0.2%	138	0.6%	30	0.5%	588	0.7%
Food Services & Drinking Places	25	5.8%	398	8.2%	69	5.5%	918	4.0%	350	5.3%	4,675	5.2%
Other Services (except Public Administration)	46	10.8%	406	8.3%	155	12.3%	844	3.6%	864	13.0%	4,539	5.1%
Repair & Maintenance	7	1.6%	32	0.7%	25	2.0%	85	0.4%	164	2.5%	1,038	1.2%
Automotive Repair & Maintenance	3	0.7%	18	0.4%	8	0.6%	41	0.2%	108	1.6%	765	0.9%
Personal & Laundry Service	20	4.7%	81	1.7%	45	3.6%	168	0.7%	272	4.1%	1,358	1.5%
Civic and Other Orgs	18	4.2%	293	6.0%	85	6.8%	592	2.6%	428	6.4%	2,143	2.4%
Public Administration	2	0.5%	53	1.1%	3	0.2%	81	0.3%	46	0.7%	1,116	1.3%
Unclassified Establishments	27	6.3%	4	0.1%	85	6.8%	5	0.0%	491	7.4%	59	0.1%
Total	428	100.0%	4,876	100.0%	1,256	100.0%	23,149	100.0%	6,645	100.0%	89,133	100.0%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

April 07, 2025

Business Summary

8180 Maple Lawn Blvd, Fulton, Maryland, 20759
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.14828
Longitude: -76.90689

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	9	2.1%	45	0.9%	27	2.1%	150	0.7%	115	1.7%	1,154	1.3%
Construction	17	4.0%	164	3.4%	99	7.9%	7,775	33.6%	414	6.2%	12,741	14.3%
Manufacturing	5	1.2%	67	1.4%	19	1.5%	387	1.7%	137	2.1%	2,491	2.8%
Transportation	3	0.7%	9	0.2%	18	1.4%	78	0.3%	141	2.1%	1,067	1.2%
Communication	5	1.2%	28	0.6%	11	0.9%	54	0.2%	45	0.7%	231	0.3%
Utility	0	0.0%	0	0.0%	2	0.2%	18	0.1%	22	0.3%	293	0.3%
Wholesale Trade	6	1.4%	28	0.6%	23	1.8%	197	0.8%	155	2.3%	1,570	1.8%
Retail Trade Summary	52	12.2%	719	14.8%	153	12.2%	1,941	8.4%	940	14.2%	12,557	14.1%
Home Improvement	2	0.5%	13	0.3%	7	0.6%	42	0.2%	43	0.7%	567	0.6%
General Merchandise Stores	1	0.2%	3	0.1%	6	0.5%	70	0.3%	35	0.5%	526	0.6%
Food Stores	5	1.2%	205	4.2%	12	1.0%	493	2.1%	103	1.6%	3,020	3.4%
Auto Dealers & Gas Stations	0	0.0%	0	0.0%	4	0.3%	20	0.1%	74	1.1%	1,026	1.1%
Apparel & Accessory Stores	1	0.2%	7	0.1%	6	0.5%	27	0.1%	59	0.9%	682	0.8%
Furniture & Home Furnishings	5	1.2%	26	0.5%	10	0.8%	112	0.5%	78	1.2%	766	0.9%
Eating & Drinking Places	24	5.6%	393	8.1%	67	5.3%	890	3.8%	331	5.0%	4,518	5.1%
Miscellaneous Retail	14	3.3%	72	1.5%	41	3.3%	285	1.2%	218	3.3%	1,452	1.6%
Finance, Insurance, Real Estate Summary	45	10.5%	498	10.2%	119	9.5%	932	4.0%	604	9.1%	4,366	4.9%
Banks, Savings & Lending Institutions	9	2.1%	333	6.8%	20	1.6%	463	2.0%	94	1.4%	1,374	1.5%
Securities Brokers	12	2.8%	69	1.4%	19	1.5%	96	0.4%	80	1.2%	417	0.5%
Insurance Carriers & Agents	5	1.2%	12	0.3%	16	1.3%	57	0.3%	78	1.2%	374	0.4%
Real Estate, Holding, Other Investment Offices	19	4.4%	85	1.7%	63	5.0%	316	1.4%	352	5.3%	2,201	2.5%
Services Summary	259	60.5%	3,261	66.9%	697	55.5%	11,532	49.8%	3,536	53.2%	51,488	57.8%
Hotels & Lodging	2	0.5%	94	1.9%	3	0.2%	138	0.6%	30	0.5%	588	0.7%
Automotive Services	4	0.9%	27	0.6%	10	0.8%	53	0.2%	147	2.2%	1,072	1.2%
Movies & Amusements	11	2.6%	66	1.4%	30	2.4%	197	0.8%	168	2.5%	2,327	2.6%
Health Services	50	11.7%	534	10.9%	103	8.2%	1,058	4.6%	734	11.1%	9,061	10.2%
Legal Services	10	2.3%	37	0.8%	17	1.4%	73	0.3%	107	1.6%	594	0.7%
Education Institutions & Libraries	12	2.8%	595	12.2%	35	2.8%	1,791	7.7%	171	2.6%	15,994	17.9%
Other Services	170	39.7%	1,908	39.1%	499	39.7%	8,222	35.5%	2,177	32.8%	21,852	24.5%
Government	2	0.5%	53	1.1%	3	0.2%	81	0.3%	46	0.7%	1,116	1.3%
Unclassified Establishments	27	6.3%	4	1.1%	85	6.8%	5	0.3%	491	7.4%	59	1.3%
Totals	428	100.0%	4,876	100.0%	1,256	100.0%	23,149	100.0%	6,645	100.0%	89,133	100.0%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

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